

WWJ-TV

26905 WEST ELEVEN MILE RD., . SOUTHFIELD MI 48034

WWJ-TV

AND

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33295	AGENCY (OR SERVICE) ACTING AS AGENT FOR 336037		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	STRATEGIC MEDIA SERVICES		MICHIGAN GOP 2012		
AND	3299 K St NW Ste 200		520 Seymour Ave		
ADDRESS	Washington DC 20007-4415		Lansing MI 48933-1118		
	USA		USA		
CONTACT	NEIL WILLIAMS		PRODUCT MI GOP 10/31-11/6		
LOCAL SALESPERSON	Maggie McWilliams	AGENCY EST. NO.	PRODUCT I300		
	Pol		CODE		
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/31/12 AND ENDING 11/06/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
11.	1	09:00A	11:00A	30S	11/03/12-11/03/12	CBS NEWS SATURDAY MORNING	1	1500.00	1500.00
2	0000001	1	11:00P	11:02P	30S	11/04/12-11/04/12	LATE FIRST FORECAST SPONSOR	1	9000.00	9000.00
3	00010..	1	10:57A	12:00N	30S	11/01/12-11/01/12	THE PRICE IS RIGHT	1	2000.00	2000.00
4	11000..	2	10:57A	12:00N	30S	11/05/12-11/06/12	THE PRICE IS RIGHT	2	2000.00	4000.00
5	00111..	3	12:00N	12:28P	30S	10/31/12-11/02/12	WHO WANTS TO BE MILLIONAIRE	3	600.00	1800.00
6	10000..	1	12:00N	12:28P	30S	11/05/12-11/05/12	WHO WANTS TO BE MILLIONAIRE	1	600.00	600.00
7	..111..	3	12:28P	01:30P	30S	10/31/12-11/02/12		3	1500.00	4500.00
8	1.....	1	12:28P	01:30P	30S	11/05/12-11/05/12		1	1500.00	1500.00
9	00111..	3	06:00P	06:28P	30S	10/31/12-11/02/12	THE INSIDER	3	500.00	1500.00
10	10000..	1	06:00P	06:28P	30S	11/05/12-11/05/12	THE INSIDER	1	500.00	500.00
11	00111..	3	11:35P	12:37A	30S	10/31/12-11/02/12	DAVID LETTERMAN	3	700.00	2100.00
12	10000..	1	11:35P	12:37A	30S	11/05/12-11/05/12	DAVID LETTERMAN	1	700.00	700.00
13	..1....	1	09:00P	10:00P	30S	10/31/12-10/31/12	CRIMINAL MINDS	1	10000.00	10000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION



CONTRACT NO. REV.

1091-54712-1

DATE PRINTED

10/25/12

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ADDRESS	Washington	DC 20007-4415	Lansing MI 48933-1118	
	USA		USA	
CONTACT	NEIL WILLIAMS		PRODUCT MI GOP 10/31-11/6	
LOCAL SALES PERSON	Maggie McWilliams	AGENCY EST. NO.	PRODUCT CODE 1300	
	Pol			
NATIONAL SALES PERSON				
BROADCAST SCHEDULE STARTING 10/31/12 AND ENDING 11/06/12 NO. WEEKS: 1				

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Client		SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
ITEM	DAYS		FROM	TO						
							Total Contract:	22		39700.00

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